MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BFN1114 – INTRODUCTION TO FINTECH

(All Sections / Groups)

6 OCTOBER 2023
9.00 a.m. to 11.00 a.m.
(2 Hours)

INSTRUCTION TO STUDENT

1. This Question paper consists of 3 pages with **THREE (3)** Questions only. (Including Front Page)

2. Answer **ALL** questions.

3. Write your answers in the Answer Booklet provided.

QUESTION 1 (40%)

"In recent years, Southeast Asia has experienced a transformative surge in E-commerce and Mobile Point of Sale (mPOS) adoption, catalyzed by robust digital infrastructure and increasing smartphone penetration. With over 360 million digital consumers in 2021, Southeast Asia's E-commerce market is projected to reach $172 billion in 2025, growing at a compound annual growth rate (CAGR) of 20.5%. Cross-border E-commerce contributes significantly, with 50% of online shoppers making international purchases. In the meantime, the increasing adoption of mPOS solutions has transformed traditional retail. In 2020, the mPOS market in Southeast Asia was valued at $1.5 billion, and it is expected to grow at a CAGR of 18.3% from 2021 to 2028.

Required

a) Discuss the development of point-of-sale payments through four stages, shifting from cashiers to mobile point of sale, and delve into the characteristics of mPOS. **(16 marks)**

b) Discuss the factors contributing to the rise of e-wallets and the obstacle for e-wallet to replace traditional physical currency completely. **(16 marks)**

c) Analyze and contrast two popular e-wallets in Malaysia, focusing on their unique features and shared attributes. **(8 marks)**

QUESTION 2 (30%)

a) What would be the percentage of the ownership of a RM10 million investment grant in the startup which is anticipated to go public offering in four years? Assuming that, at the time of IPO, the profit is RM20 million, and the earnings multiple is 25 times for the company. Moreover, the annual required rate of return is assumed to be 8%.
(18 marks)

b) The two most well-known peer-to-peer lending platforms are Prosper and Kiva. Differentiate between these two P2P lending platforms (Prosper and Kiva). Among these two P2P lending platforms, which one do you think is superior and why?
(12 marks)

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QUESTION 3 (30%)

Malaysia has actively promoted the development of big data through various government initiatives. The Malaysia Digital Economy Corporation (MDEC) has been working to accelerate the adoption of digital technologies, including big data, to drive economic growth. Various industries in the Malaysia, including finance, healthcare, retail, and telecommunications, have been harnessing the power of big data to gain insights, improve customer experiences, and enhance operational efficiency. Additionally, Malaysian big data analytics market was projected around $1.2 billion by 2023.

Required

a) Discuss the concept of the Five (5) V's of big data, accompanied by illustrative examples
(15 marks)

b) Explain the various types of big data analytics and explore three (3) methods through which the utilization of big data analytics can elevate business competitiveness
(15 marks)

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